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Advertising Age®

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Ginza preppy: Argyles draw yule shopper in Japan, where U.S. styles are hot. P. 32.

Reluctant looker: Slow sales in U.S. force price cuts on many Christmas items. P. 2.

Nynex leading 'Magnificent 7' into computers

By BRIAN MORAN

Nynex Corp.'s opening of its first two computer stores last week is bound to unleash a stampede to computer retailing by the seven "Baby Bell" regional telephone companies.

The Nynex computer store chain, operating under the Datago name, starts with units in Albany, N.Y., and Springfield. Mass. The Datago debut had been blocked by the Justice Department since March.

Justice's approval of Nynex's application is expected to help clear the way for all the Bell spinoffs to grab a share of the blossoming computer retail market. Pacific Telesis, San Francisco, has set its sights on opening a national chain of computer outlets next year (AA, Nov. 15), and Bell Atlantic, Philadelphia, has similar plans. Other Bell operating companies say they are studying the matter.

Although their impact on the computer retail business will be negligible at first, the regionals pack plenty of potential clout through their Ma Bell heritage, high-tech know-how and financial strength, analysts say. ComputerLand, Hayward, Cal., and Tandy Corp., Fort Worth, Tex., dominate the $4.7 billion computer store

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DMA to let consumers hang up on pitches

By PAUL L. EDWARDS

New York—If you're tired of unsolicited telephone sales calls, help is on the way.

The Direct Marketing Assn.'s board of directors next month will consider implementing a Telephone Preference Service (TPS) that would give consumers a way to cut down on the number of those phone calls they receive.

The service would be analogous to DMA's Mail Preference Service, established in 1971, which enables consumers to eliminate receipt of most direct mail. To date, more than 944,000 people have requested inclusion in the mail service. Specific details of the proposal, including funding, remain to be worked out, but a DMA spokeswoman said none of this "should be too difficult to arrange."

Assuming the board ratifies the proposal when it meets here Jan. 9 and 10, she said it is likely TPS will be operating within the first half of 1985.

Telemarketers appear to be solidly behind the proposal. "I think it's wonderful," said Eva Roman, chairman of Campaign Communications Institute, a New York-based telemarketing service bureau. "This will give consumers the privacy that they want. They should be protected."

Peg Kuman, chairman of DMA's telephone marketing council and director of Publisher's Clearing House Telephone Marketing Services, Port Washington, N.Y., said TPS will make telemarketing more efficient. "People doing telemarketing only want to reach people who are interested," she said. "We don't want to spend money calling people who don't want to be called."

The proposal to be considered results from nearly two years of test-marketing by DMA to determine whether there was sufficient consumer interest in such a program.

The test began in Rochester, N.Y., with an envelope stuffer included in local telephone bills. Consumers who wanted to be deleted from telephone lists were asked to send back

(Continued on Page 56)

Out of the mouths of babes

Antismoking ads ill-conceived?

By WILLIAM F. GLOEDE

New York—As antismoking tv spots go, this one is a gut-wrencher.

A fetus exhales cigaret smoke. A voiceover warns: "Would you give a cigaret to your unborn child? You do every time you smoke when you're pregnant. Pregnant mothers: Please don't smoke."

The "fetus," depicted as actually smoking a cigaret, is a sculpted model imbued with life by computerized camera work.

The American Cancer Society public service announcement is the product of a youthful and relatively inexperienced special-effects film team, two of whom work for George Lucas' Industrial Light & Magic unit of Lucasfilm.

The ACS spot has been accepted by ABC and Turner Broadcasting System. ACS is still negotiating with CBS and NBC. Also, copies of the psa have been dispatched to all regional ACS offices for distribution to local tv stations.

"This is one of the most impressive, effective spots ever done in the antismoking campaign," said Irv Rimer, vp-public relations at the cancer group's headquarters here.

Antismoking spot talks tough.

Mr. Rimer said he has no idea when the spot may begin running, but he speculated that the networks could start airing it in Jan-

(Continued on Page 54)

Last Minute News

Commodore commands search for 2nd agency

West Chester, Pa.—Commodore International is searching for an additional ad agency. The shop would handle a possible major expansion into new microcomputer product lines late next year. Anametrics, New York, is Commodore's agency of record and is expected to retain responsibility for the current product line.

Ted Bates bags $22 million Olivetti pc acount

Milan—Ted Bates Worldwide will announce this week it has won the $22 million Olivetti personal computer account for all of Europe. D'Arcy MacManus Masius and Ogilvy & Mather also pitched for the account, previously in-house (AA, Dec. 3).

'Differences' end Romano's 21 years at Bates

New York—Ronald Romano, an exec vp-executive creative director and onetime co-creative director at Ted Bates Advertising/New York, is leaving the agency after a 21-year career there. Michael Becker, vice chairman-chief creative officer, cited "philosophical differences" in confirming the departure. Mr. Becker has been restructuring the Bates creative department.

Leber Katz prize-winner Linder gets ax

New York—Lou Linder, creative director and copywriter for one of this year's biggest award-winning ad campaigns, has been let go from his vp-associate creative director job at Leber Katz Partners. "There's some irony in losing my job in the same year I've won all these creative awards," Mr. Linder said. His U.S. Department of Transportation anti-drunken driving campaign won several awards, including a Clio for best campaign.

(Continued on Page 8)

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Retailers trimmin' more than trees

By PAT SLOAN

With Christmas sales in many major cities still more ho-hum than ho-ho-ho, some stores are slapping together unusual and unanticipated promotions to ensure that Christmas does indeed come by Dec. 25.

In Seattle, Frederick & Nelson turned a previously planned 16-hour Saturday sale into a three-day event.

Fearing a sales sack from armchair quarterbacks, Frederick & Nelson sent out a promotional blitz announcing that areas in its stores had been set aside for football tv viewing, replete with free beer, popcorn and peanuts.

The success of the Seattle Seahawks this season has intensified local interest in the National Football League. A month ago, a football telecast seriously affected Frederick & Nelson sales for the day. "It's tough," said a Frederick & Nelson spokesman. "People wouldn't be doing all this promoting if it weren't."

Retailers generally resist the kind of unplanned pre-Christmas sales and promotion that Frederick & Nelson is holding. Markdowns and expenses related to these efforts come directly off the bottom line, and Christmas volume traditionally accounts for 50% of a retailer's annual profit.

But as shoppers seem to have developed a

(Continued on Page 56)

Slower-than-expected sales prompted Bloomingdale's to run a contingency promotion.

Highlights

A new public service campaign seeks volunteers to help combat the multi-billion-dollar problem of illiteracy in the U.S. *See Page 6.*

Psychological potholes are out there waiting to swallow up free lancers who allow themselves to fall in. But there are ways to avoid the perils and enjoy the benefits of being on your own. *See Page 24.*

The way Edgar Bronfman sees it, others are just starting to view the House of Seagram as the marketing hub it has said it would be. As for the stagnation plaguing the U.S. wine market, it is only temporary, and will be followed by a period when Americans become more loyal, consistent wine drinkers. *See Page 38.*

Beatrice Cos.' Swiss Miss subsidiary hopes to pluck a new share of the milk-additive market with Sugar Free Strawberry Milk Maker, trade sources report. *See Page 46.*

The dairy industry will spend $13 million early next year on advertising aimed at women that's meant to address its "user-image problem": That milk and cheese are high-fat foods. *See Page 46.*

The Limited has decided to kill plans to run Pic-A-Dilly, its latest acquisition, as an autonomous operation in favor of merging it with another subsidiary. *See Page 47.*

BMW of North America is shifting its marketing focus to the upper end, as new models broaden the 1985 lineup and widen the BMW appeal to buyers. *See Page 48.*

Chrysler Corp. is unwrapping its H-body sporty sedan advertising well before Christmas. *See Page 48.*

Johnson Products Co., once the leader in the estimated $800 million ethnic haircare market, no longer claims the top spot, Johnson president George Johnson told shareholders at the company's annual meeting last week. *See Page 49.*

CORPORATE CLOSEUP

Fotomat, the struggling photofinisher, two-thirds its former size and barely hanging on, nevertheless is a company whose name still is etched on the American psyche. *See Page 4.*

FORUM

Copywriter Paul Partridge adds to the lore of How to New York. *See Page 16.*

Melvin Ross, president of Ross Research Center, offers what he considers the bottom line in the subliminal ad debate—they don't work. *See Page 16.*

INTERNATIONAL

This Christmas season a Western visitor to Tokyo may thinks he is in Des Moines. Japanese stores, especially those in the fashionable Ginza shopping district, are chock full of products from the West. *See Page 32.*

Folks used to hang the Sears, Roebuck & Co. catalog in this room, but if Convenience Advertising in Melbourne has its way, the backs of toilet stalls in public washrooms will be used for print advertising. *See Page 32.*

A Swiss watch marketer wants Saudi Arabians to unstrap their diamond-studded Rolex watches and use the colorful—and much less expensive—Swatch. *See Page 33.*

VIDEOTECH

Following a four-month test, the Electronic Mall, a joint venture between CompuServe and L.M. Berry, will be introduced nationally in 1985. *See Page 34.*

Political advertising came under fire last week at the National Conference on Tv Ethics, with the head of Campbell Soup Co.'s in-house agency saying the ads "violate every positive promise in advertising." *See Page 35.*

The Council for Cable Information, a group formed last year to improve consumer awareness of cable tv, said a test of its campaign in three markets improved 14 out of 19 consumer attitudes toward cable tv. *See Page 35.*

COMING THURSDAY

SPECIAL REPORT

The great outdoors is becoming even greater for advertisers in many categories. Increases are reported in 30-sheet boards, eight-sheet boards and co-op advertising, too.

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Net blockade may preempt affiliate flight

By VERNE GAY

NEW YORK—December, the first post-sweeps month, also is prime time for preemptions by network affiliates—and the problem this year is worse than normal in some dayparts, according to at least one top-level network executive.

"If you're trying to introduce new programs, it [preemption] can be devastating, and that's exactly what's been happening," said Ray Timothy, group exec vp at NBC. "We have suffered an inordinate amount of preemption. There's no question about it, and it's happening across the board. We're talking about it in January at the regional affiliate meetings."

NBC and CBS will unveil elaborate presentations at regional affiliate conferences in January and February. While each will add new twists to some of the themes used in presentations earlier this year, the plea will remain essentially the same: Every time the network is preempted the affiliate is hurt and, ultimately, so is the bread-and-butter national advertiser.

It is unclear whether preemptions of network programs are increasing. Each network claims that more than 90% of all programing is cleared during all dayparts and that certain dayparts actually have improved clearance levels. NBC, for example, has built its daytime clearance levels compared with last year.

However, a new urgency has been attached to the problem. An axiom is taking shape that says, as the barter syndication market grows, so will preemptions of network programing. "Certainly the availability of such product is one of the things which causes preemptions to happen," said Mr. Timothy.

No one disputes the growth of

(Continued on Page 52)

John Boy wedges into Bing's shoes

By TOM BAYER

HOUSTON—If the Minute Maid name connotes speedy action, it doesn't apply to its orange juice endorsement advertising program.

The Coca-Cola Foods unit announced last week that it had signed actor-director Richard Thomas and his family to replace the Bing Crosby family—seven years after the death of "Der Bingle."

The o.j. marketer's rivals used those years to move into a market once virtually owned by Minute Maid.

Eugene V. Amoroso, Coca-Cola Foods president, would not say Minute Maid's return to wholesome spokesmanship was precipitated by the stiffening competition, but he conceded "it cannot be ignored." Michael F. Lesser, chairman of Marschalk Co., New York, Minute Maid's agency, said the new open-ended alliance with the Thomas family is definitely recognition of that competition.

The Thomases' role, which begins next month, ends the seven-year period during which Coca-Cola Foods coasted on its Bing Crosby legacy for the Minute Maid brand.

In that time, Minute Maid had become a sitting duck for swiftly moving competitors. The brand received ad support, but Coca-Cola Foods hadn't settled on a successor to the Crosby family or even whether to have a successor family until now.

The company asserts that Min-

(Continued on Page 52)

CORPORATE CLOSEUP

Fotomat: Someday, its prints will come

By LISA L. TREISTER

ST. PETERSBURG, FLA.—In three days, Fotomat Corp. will begin airing its annual Christmas and New Year's promotion and pray that holiday sales will bring plenty of much-needed good cheer in 1985.

The struggling photo-finisher, two-thirds its former size and barely hanging on, nevertheless is a company whose name still is etched on the American psyche. Consumer surveys bear out that name recognition; so does Johnny Carson. He kicks around the Fotomat name often.

Example: One night in October, Johnny and sidekick Ed McMahon offered remedies for boredom.

One particularly raunchy suggestion caused Johnny to pause. Ed looked at the cue card Johnny had handed him and gave his boss the go-ahead.

Johnny: Do you like to take off your clothes?

(Hoots and whistles from the audience.)

Johnny: Well, take off your clothes and walk up to your nearest Fotomat window. Press yourself against the glass and shout, "Enlarge this!"

(Audience roars.)

Fotomat thinks it's funny, too. The joke keeps the company's name before the public, at no cost. And with sales at an all-time low and more losing quarters in the past two years than profitable ones, Fotomat can use all the free advertising it can get.

More significantly, there is pressure throughout the photo-finishing industry. Camera sales have slowed from their 1978 peak of 20.4 million units to 16.9 million units in 1983, with annual increases expected to be from 5% to 7%.

Videocamera sales are picking up, and newer technologies are being refined. Price competition isn't expected to ease, and minilabs are still on the rise.

A new holiday tv spot, breaking this week, focuses on the struggling Fotomat's Preferred Customer Card, which gives customers a choice of a free roll of film or free second prints. Henderson Advertising, Greenville, S.C., is the agency.

It wasn't always this difficult. At its peak, Fotomat's 3,850 kiosks and stores covered 63% of all U.S. households, and its stock traded at $21 per share. Today, one share goes for $1.50 or so.

But poor business decisions, overexpansion and the advent of new technologies, particularly minilabs that provide one-hour turnaround on prints, sent company profits tumbling. As early as 1978, operating income dropped to $15.9 million from $20 million the year before.

By 1982, the company was in the red, with a $10.9 million loss, followed the next year by a $38.3 million loss on revenues of $236.5 million.

For fiscal 1985, which ends Jan. 31, the company has rebounded, reporting gains of $1.5 million and $252,000 in the second and third quarters, respectively. These results follow an $8.9 million loss in the first quarter.

Though chairman Ross Roeder would be the first to admit that the battle for profitability is not over, he is relieved there are other signs of progress.

Last month, Tokyo-based Konishiroku Photo Industry Co. Ltd., the maker of Konica cameras and other photo products, signed a letter of intent to invest $10 million in cash in Fotomat and increased its stake in the company from 20% to 60%. The final agreement is expected to be signed in February.

"We're not out of the woods yet, but this was the major piece," Mr. Roeder said.

The Fotomat chairman prefers to call Konishiroku's bailout a "friendly investment" rather than a takeover, and he confirmed that the Japanese company will be sending two or three people to St. Petersburg.

Company observers said the Japanese photographic supplier had to provide the necessary cash because it had too much to lose had Fotomat gone under.

"This might give them [Fotomat] what they need. I find it encouraging for Fotomat," said Edith Gordon, who writes about the industry for *Photo Weekly.*

Added industry analyst Eugene Glazer of Dean Witter Reynolds, "It is a friendly takeover as opposed to an unfriendly takeover. By and large, it's a positive for Fotomat."

The depth of the 17-year-old Fotomat's difficulties goes even beyond what Mr. Roeder anticipated when he assumed leadership of the company in January, 1982. Mr. Roeder, 46, is former president-chief operating officer of Winchell's Donut Houses and a former exec vp of Winchell's parent, Denny's Inc., La Mirada, Cal. He also was a member of Fotomat's board.

One of the first things Mr. Roeder did was consolidate Fotomat's headquarters, at that time split between La Jolla, Cal., and Wilton, Conn.

St. Petersburg, ironically where Fotomat traces its beginnings, wooed the failing business back with a good deal on an old Sears store. The move was expensive—an estimated $7 million—but the company proved able to slash its corporate staff from 500 to

(Continued on Page 40)

WHO SHOOK UP YOGURT?

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Net tv ad slowdown seen

By STEWART ALTER

With 1985 a post-Olympics year, Robert Coen is predicting network tv ad sales to be up only 5.5%. But stronger-than-expected network tv sales took the industry forecaster by surprise in 1984.

A year ago, the McCann-Erickson senior vp-director of forecasting predicted that national ad spending on network tv would rise 12% to 13%. But the resistance to rising time prices he expected never fully materialized. "The networks were able to sell at premium prices and sales only slowed down at the end of the year," said Mr. Coen, noting that actual 1984 network tv ad sales were 20% higher than in 1983.

Mr. Coen, who made his predictions at Paine Webber's Conference on the Outlook for the Media in New York last week, projected that total U.S. advertising will slightly outpace the growth of the economy and be up 9.7% to $95.9 billion next year.

National broadcast should be up 6% (with spot tv and radio up 7% and network tv 5.5%) to $17 billion; cable and syndication tv should be ahead 20% to $960 million; national print ahead 9% to $8.6 billion, and local advertising up 10.3% to $38.5 billion.

He also predicted that next year for the first time since 1980 overseas ad increases in dollars should be higher than U.S. ad growth. He predicted a 10% increase to $70.4 billion in overseas ad expenditures. With the $95.9 billion projected for the U.S., that should bring worldwide ad expenditures to $166.3 billion in 1985, a gain of 9.8%.

In 1984, worldwide ad expenditures came to $151.4 billion, an 11.4% increase from 1983. Overseas expenditures were up 6.5% to $64 billion, and U.S. ad expenditures up 15% to $87.4 billion.

In the U.S., the biggest media ad growth in 1984 came for national broadcast, up 16.8% to $16.1 billion. Within that, network tv was up 20% to $8.4 billion, spot tv up 11.8% to $5.4 billion, radio up 12.8% to $1.5 billion, cable tv up 25% to $400 million and syndicated tv up 33.3% to $400 million.

Total national print in 1984 was ahead 13.6% compared with 1983 to $7.9 billion, with magazines up 16% to $4.9 billion and newspapers up 10% to $3 billion. Direct mail was up 14% to $13.4 billion. In local advertising, newspapers rose 16.7% to $20.8 billion and local tv 15.7% to $5 billion.

Looking at the product category expenditures in network and spot tv and magazines for the first nine months of 1984 compared with the comparable period in 1983, restaurants were up a whopping 34%. Mr. Coen said, "The battle for the burger market was intense."

In other categories, foods rose 23%, autos 19%, drugs/remedies 18%, candy/soft drinks 14% and toiletries 10%.

Ad spending

1985 projections for U.S. Source: Robert Coen, McCann-Erickson.

	Change over '84 (%)	Millions of dollars ('85 proj.)
National		
Broadcast	+ 6.0	16,245
Print	+ 9.0	8,645
Other	+11.0	27,540
Total	+ 9.2	53,390
Local	+10.3	38,510
Cable	+20.0	960
Grand total	+13.8	95,860

HBO cuts net spending

NEW YORK—Home Box Office will shift to a localized ad strategy in 1985. The move means network tv ad spending, expected to reach $10 million this year, will be slashed in 1985.

The New York-based Time Inc. subsidiary plans to mount local ad blitzes in target markets for limited periods (AA, Dec. 10). HBO will coordinate its localized ad surges with cable systems located in target markets that will attempt to strengthen sales service for the duration of the drive.

John Billock, HBO senior vp-marketing, explained that in addition to creating demand with advertising, cable operators need to have a system in place to handle the flood of inquiries that follow a promotional period.

The shift away from broad image-building advertising to a strategy linking advertising with sales comes as HBO's growth has slowed dramatically.

Mr. Billock said HBO's ad theme, "There's no place like HBO," probably won't be changed. But ads "will be more programing oriented rather than user-imagery oriented," he said.

BBDO handles HBO's $20 million account. Ted Bates Advertising/New York is the agency for HBO's sister service, Cinemax, a $7 million account.

Quick, easy meals see sales cooking

By JOHN C. MAXWELL JR.

The purchase-meal industry continued to show good sales growth through 1983; the industry posted a gain in sales of approximately 13.2%, or $38.66 billion versus $34.16 billion.

One reason for the gain was continued economic strength through 1983. We see growth continuing strong through 1984 and 1985, on the order of 12% to 14%.

Another reason for the success of the purchase meal industry is demographics. We are now dealing with smaller families, more working women and a larger percentage of the population that is single (about 23%). We do not see any slowdown of these trends and, in fact, believe they will continue to gain momentum. All this bodes well for the industry.

In today's fast-paced world, working people have more of a need for quick, easy foods they can pick up during lunch hours, on their way home from work in the evening or when they go out to eat. We see more of a trend in the fast-food business toward more wholesome eating, since the '80s seem to be the health decade—chicken and fish entrees are gaining importance. Two other indications of this healthier-eating trend have been the major success of salad bars (in many concepts) and the inclusion of mesquite-grilling facilities in many restaurants—the newest industry money-maker.

Another constant has been the ability of companies to correctly interpret trends. A case in point is the chicken chunks market, which has provided the industry with a new product to fuel further growth through menu expansion.

As indicated by the Gallup Poll and other surveys, there has been a significant rise in the number of meals being eaten out. This relates not only to fast-food restaurants, but also more upscale concepts. The increase in eating out is based on two facts: People now have less time to prepare meals but more disposable income. As a result of social and economic trends, there are many two-career couples, particularly in the cities and suburbs, who may eat out four to five times a week. The average percentage of eating out over the years has risen in direct correlation with the increase in the number of women in the labor force—except during certain recessionary periods.

McDonald's continued to maintain its lead in market share in 1983, though its share dropped slightly (from 18.6% to 18.3%), with Burger King picking up the slack (rising from 6.4% to 6.7%). Kentucky Fried Chicken maintained its third-place position, but only by a hair; Wendy's is quickly closing the gap. Otherwise, the order of the top 10 was basically unchanged. Sales increased across the board. The best sales increases among the top 10 came from Hardee's, up 32%; PepsiCo's Taco Bell, up 22.3%; Pillsbury's Burger King, up 18.7%, and PepsiCo's Pizza Hut, with an 18% gain. As a whole, the top 10 accounted for $19.69 billion—more than half of total industry sales.

Market share by segment for hamburgers, franks, roast beef and other mainly red-meat concepts fell slightly; steak and full-menu restaurants also declined. Over-all, there was a general expansion of ethnic and specialty foods. The pizza segment of the restaurant business grew 17.1% year-to-year in terms of sales. Mexican food maintained almost a 4% share of the market, but we feel it still has quite a bit of growth potential, as do the chicken and seafood concepts—now accounting for 10% and 4.4% of the market, respectively. The last three segments mentioned also had three of the largest year-to-year percentage gains in sales: Chicken up 23.5%, seafood up 19.9% and Mexican up 15.6%.#

Mr. Maxwell is with Laidlaw Ansbacher Inc., New York.

Restaurant sales

Top ten meal companies' annual sales ($ millions). *Source: *Based on Commerce Department data.*

Firms	1979 Sales	1979 Share	1980 Sales	1980 Share	1981 Sales	1981 Share	1982 Sales	1982 Share	1983 Sales	1983 Share
McDonald's	4,448.0	18.0	5,049.0	18.1	5,770.0	18.3	6,362.0	18.6	7,069.0	18.3
Burger King	1,404.2	5.7	1,755.4	6.3	1,992.6	6.3	2,191.4	6.4	2,601.2	6.7
Kentucky Fried Chicken	1,350.0	5.5	1,440.0	5.2	1,600.0	5.4	1,700.0	5.0	1,870.0	4.8
Wendy's International	1,001.9	4.0	1,209.0	4.3	1,424.0	4.5	1,632.0	4.8	1,820.0	4.7
Pizza Hut	833.0	3.4	945.0	3.4	1,126.0	3.7	1,329.0	3.9	1,568.0	4.1
Dairy Queen	810.0	3.3	904.0	3.2	1,103.0	3.5	1,198.0	3.5	1,288.0	3.3
Hardee's	749.2	3.0	751.5	2.7	976.9	3.1	940.0	2.8	1,250.0	3.2
Denny's	483.0	1.9	541.0	1.9	661.0	2.1	740.0	2.2	826.0	2.1
Red Lobster	340.0	1.4	400.0	1.4	553.0	1.8	625.0	1.8	725.0	1.9
Taco Bell	342.0	1.4	415.0	1.5	501.0	1.7	552.0	1.6	675.0	1.7
Total top 10	11,741.3	47.4	13,409.9	48.1	15,707.5	53.3	17,269.4	50.6	19,692.1	50.9
Total industry*	24,765.9	100.0	27,867.0	100.0	30,042.3	100.0	34,158.5	100.0	38,664.2	100.0

Restaurant sales

Sales of restaurants by major activity ($ thousands). *Estimate. *Source: Commerce Department.*

	Firms	1981 Sales	1981 Share	1982 Sales	1982 Share	1983 Sales	1983 Share	1984* Sales	1984* Share	83/84 Sales
Hamburgers, franks	107	14,227,705	47.7	16,862,890	49.4	18,961,299	49.0	21,315,390	48.3	+12.4
Steak, full menu	109	6,566,702	21.9	6,708,742	19.7	7,265,923	18.8	8,073,079	18.3	+11.1
Pizza	94	3,169,601	10.6	3,740,072	10.9	4,412,068	11.4	5,165,281	11.7	+17.1
Chicken	30	2,833,007	9.4	2,947,512	8.6	3,569,907	9.2	4,410,277	10.0	+23.5
Seafood	13	888,491	2.9	1,372,485	4.0	1,638,150	4.2	1,964,300	4.4	+19.9
Mexican (tacos, etc.)	33	1,069,712	3.6	1,258,054	3.7	1,500,828	3.9	1,734,457	3.9	+15.6
Pancakes, waffles	15	847,850	2.8	893,625	2.6	873,233	2.3	929,281	2.1	+6.4
Sandwich and other	39	339,480	1.1	375,138	1.1	442,809	1.2	555,594	1.3	+25.5
Total	440	30,042,348	100.0	34,158,518	100.0	38,664,217	100.0	44,147,609	100.0	+14.2

Big Mac biscuits move

OAK BROOK, ILL.—Add to the list of untrue marketing rules of thumb the belief that you can't sell biscuits north of the Mason-Dixon line.

McDonald's is introducing freshly baked biscuits to the breakfast menu at selected stores in Chicago, which joins Boston and Denver as test markets (AA, Oct. 29) for a product conventional foodservice wisdom said wouldn't sell outside the Deep South.

Sources say McDonald's already has proved that wrong. Biscuit sales in Boston have been surprisingly strong.

Biscuits have been on the McDonald's morning menu for years in the Southeast, where the assumption was that you couldn't sell English muffins. But sell them in the North? Never.

When Rocky Mount, N.C.-based Hardee's made breakfast biscuits a required item, consumers in the snowbelt were slow to warm to the product. But their resistance wore down, and Hardee's biscuit breakfast has established itself even in such markets as Minneapolis.

The "civil war" between the two products appears to be ending. Biscuits—with sausage or with egg, cheese and bacon—coexist with their Yankee cousins, the McMuffins, in the three markets. A national pairing of muffins and biscuits could begin next year.

Wendy's and Burger King continue to skirt the issue. The breakfast menu Wendy's has been rolling out market-by-market for the past two years is built around good old nonregional toast. BK has put its money on croissants for its breakfast sandwich.#

New Swiss Miss the 'berries'

By JULIE FRANZ

BRENTWOOD, TENN.—Beatrice Cos.' Swiss Miss subsidiary hopes to pluck a new share of the milk-additive market with Sugar Free Strawberry Milk Maker, trade sources report.

The product, an extension to Swiss Miss' Chocolate Milk Maker line, is expected to enter markets nationally in January, and will be targeted heavily to Hispanics.

All Swiss Miss Sugar Free products are sweetened with 100% NutraSweet.

But Swiss Miss may not find the market ripe for its new product. Grocers are reluctant to carry strawberry milk additives because they "historically sell lousy," one industry source said. "People just like chocolate better."

"If all three of my competitors carry [Strawberry Milk Maker], I'll carry it," one buyer said. "But they don't, so I won't."

Swiss Miss did find a strong market for strawberry milk additives among Hispanic consumers, said Greg Ostrander, director-advertising.

The company will target Hispanics with its tv and print campaign for Strawberry Milk Maker. That effort is still under development by Bozell & Jacobs, Minneapolis. The campaign will focus on Chicago, Miami, New York and San Antonio—cities with large Hispanic populations, Mr. Ostrander explained.

Tv spots for the product may resurrect the animated Swiss Miss character. But the company won't use former spokesman Judd Hirsch of tv's "Taxi" fame. Swiss Miss is looking for someone more easily identified with its brands, Mr. Ostrander said.

Tv spots, themed "Great Swiss Miss taste and sugar-free," will run in conjunction with 20¢-off coupons via freestanding inserts in Sunday newspapers.

Strawberry Milk Maker is packaged in 14-envelope cartons for about $1.89 or 30-serving cans for $2.89.

Swiss Miss also is planning a regional debut early next year for Sugar Free Malt Milk Maker, buyers say.

Nestle's Quik holds the majority of the strawberry milk-additive market, industry analysts say.

White Plains, N.Y.-based Nestle Co. will jump into the fray in January with its national rollout of Quik Sugar Free with 100% NutraSweet (AA, Oct. 22). It will retail for $2.89 for a 30-serving canister and $1.79 for a 14-envelope carton. Quik Sugar Free will be available only in chocolate flavor.

McCann-Erickson, New York, handles.#

McCann's milk campaign quells fear of fattening

By JANET MEYERS

ARLINGTON, VA.—The dairy industry will spend $13 million early next year in an effort to convince women that milk and cheese are not high-cholesterol fuel on the road to becoming a "chubbette."

The message, financed through the National Dairy Promotion & Research Board, consists of a $9.5 million network tv campaign and $3.5 million in print, both handled by McCann-Erickson, San Francisco. The board administers funds from a federally authorized assessment on dairy farmers to market dairy products (AA, June 21, *et seq.*).

The tv effort breaks nationally in January, and the print campaign will kick off a month later in *McCall's*, *Seventeen* and other women's magazines.

Because of milk's image as a high-fat food, the campaign will stress exercise, sleekness and the health aspect of calcium in its three tv spots.

The accent on calcium will not be the hard sell used in a recent American Dairy Assn. campaign by D'Arcy MacManus Masius, Chicago (AA, Nov. 15). That effort promoted the calcium in milk as a way to help prevent bone degeneration.

Bill McEwen, McCann senior vp-director of strategic planning and research, said he wanted a different approach.

"We were trying to address the user-image problem," he said. "Women say, 'I don't want to drink milk. I don't want to be a chubbette.' "

Because Mr. McEwen believes milk carries a "square" image, McCann's three 30-second spots will feature attractive, modern women, regardless of age.

Women also are the target in another dairy promotion. The Mid-Atlantic Milk Marketing Assn. in February will spend some of its $1.5 million budget on a new tv spot featuring an older woman athlete, gymnast Helen Styrson, drinking a glass of milk.

The spot falls into the athletic pattern set by the association's agency, W.B. Doner & Co., Baltimore. Other commercials have used Cal Ripken Jr. of the Baltimore Orioles and Mike Schmidt of the Philadelphia Phillies to catch the eye and palate of youngsters.

McCann's research showed women identify more with ads depicting a slice of life. So all three spots—one for the 13-to-24 group, another for those 25 to 49 and another for the 50-and-over crowd—feature women relaxing alone after exercising.

In the first spot, a young, leotard-clad woman returns home and reads a letter from her boyfriend while savoring a tall glass of milk. The second spot opens with a woman resting alone in an exercise studio after a tiring workout, nibbling cheese and fruit. The third depicts an older woman snacking on cheese after an invigorating swim.

Through all the spots there is a common theme—"softly she moves, graceful and free"—while a background voice explains that milk, cheese, cottage cheese and yogurt can satisfy daily calcium requirements.

All three spots fade out after a montage of dairy products, with the same tag line that appears in print—"Dairy foods: Calcium the way nature intended.".

McCann began the campaign as part of its work for the California Milk Advisory Board to counteract ad claims by calcium pill marketers that tout their products as a no-fat way to satisfy daily calcium requirements.#